

REMARKS/ARGUMENTS

In the above-mentioned Office Action, claim 459 was rejected under Section 112, first paragraph, claims 429, 432-435, 437-451, 453-461, 474, 475, 477 and 478 were rejected as unpatentable over U.S. Patent 4,863,772 (Cross) in view of U.S. Patent 5,407,718 (Papat et al.), claims 452 and 470 were rejected as unpatentable over Cross in view of Papat and further in view of U.S. Patent 5,842,722 (Carlson), claims 463 and 464 were rejected as unpatentable over Cross in view of Papat and further in view of U.S. Patent 4,704,31 (Hickenbotham et al.), and claims 465-468 and 471-473 were rejected as unpatentable over Cross in view of Papat and further in view of U.S. Patent 5,198,275 (Klein).

Applicant thanks the Examiner for the detailed explanation provided in her action.

In response thereto, claim 459 has been cancelled without prejudice or disclaimer.

One of the elements in the bodies of both of the independent claims is "printable business cards." This is not taught by either Cross or Papat. Cross is directed to labels. Also, FIG. 1C of Cross does not show matrix waste portion as claimed in the independent claims. Papat is directed to a label sheet assembly for transparent paper adhesive labels having a substantially transparent paper label sheet with a substantially transparent, pressure sensitive adhesive coating. Each of the clear labels (26) has an adhesive layer (30) which permits the user to apply the label to a desired surface. In other words, Papat is concerned with adhesive labels and not with business cards (non-adhesive).

Accordingly, it is respectfully contended that all of the claims now pending are patentable over the prior art of record. Issuance of the Notice of Allowance at an early date is in order.

If there are any remaining issues, the examiner is encouraged to telephone the below-signed counsel at (213) 689-5142 to seek to resolve them.

The Commissioner is hereby authorized to charge any additional fees which may be required, or credit any overpayment to Deposit Account No. 07-1853. Should such

SERIAL NO.: 09/158,728

PATENT

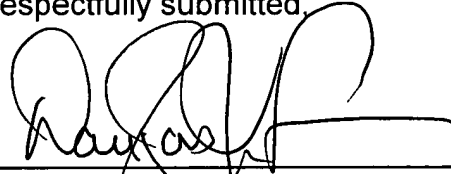
Old Docket No.: 310048-355

New Docket No. 11286-1083

Avery Ref.: 2419-US

additional fees be associated with an extension of time, Applicants respectfully request that this paper be considered a petition therefor.

Respectfully submitted,



Douglas M. Larson
Registration No. 29,401

Dated: July 15, 2004

SQUIRE, SANDERS & DEMPSEY L.L.P.
801 South Figueroa Street, 14th Floor
Los Angeles, California 90017-5554
Telephone: (213) 624-2500
Facsimile : (213) 623-4581